

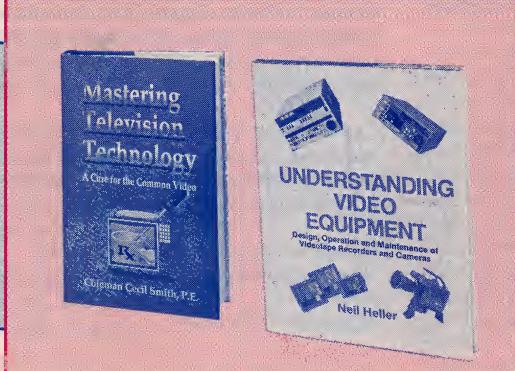
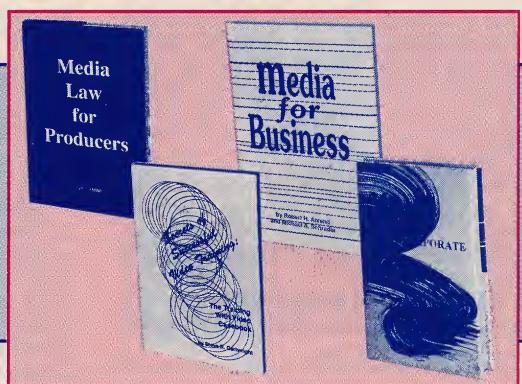
# The Video Bookshelf

Knowledge Industry  
Publications, Inc.

## Management

Titles to help you be an effective manager  
in the growing video industry.

See Pages 2-4



## Video Technology

Stay on top of changing  
technology and techniques!

See Page 5

## Production/Graphics/Audio Teleconferencing and more!

Enhance your skills to stay ahead of the competition!



Catalog of Titles  
Winter 1990-1991

# New Titles—Management



## CORPORATE VIDEO SURVIVAL

by Scott Carlberg

In an age of cutbacks in corporate communications spending and staffing, this book shows the "ways to keep the video function responsive to the real needs of a company." But this text is not just one expert's opinion. **Corporate Video Survival** "reflects the thinking of more than 60 companies involved in video, corporate goals; building a broad base of programming; extra services that sell video; educating clients about video; making the most of a dollar (equipment and people); marketing video outside your company; executive exposure to video; restructuring—a case study; and more.

With many strategies to help your video department be flexible, **Corporate Video Survival** will help you capitalize on corporate change.

Scott Carlberg is the management communications coordinator for the Phillips Petroleum Company in Bartlesville, OK.

Category: Management

200 pp. (approx.)/appendix, bibliog., illus., index/1990  
ISBN 0-86729-280-6-Me

\$45.00

To Order  
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## MEDIA FOR BUSINESS

by Robert H. Amend and  
Michael A. Schrader

No matter what type of information you want to convey and the size of your budget, this practical book will help you decide the most effective and economical medium or media for your presentation. The gamut of media used in business and industry presentations is thoroughly covered by this text: overheads and slides; slide/cassette programs; multi-image; film; videotape; interactive video; and print.

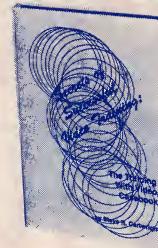
**Media For Business** examines each medium for its advantages and disadvantages, budget factors, production design considerations, presentation techniques and equipment, use of graphics, and more. It addresses how to prepare, design and deliver a presentation for maximum effectiveness and discusses methods of evaluation. This book emphasizes setting objectives, knowing the audience, and thorough planning. **Media For Business** will be very helpful to buyers and suppliers of presentation and production services.

*Robert H. Amend* is an assistant professor of technical communication at Metropolitan State College in Denver, CO. He was formerly the manager of Rockwell International's visual communications department. He currently serves the Denver chapters of both the International Television Association and the Association for Multi-Image. *Michael A. Schrader* is the manager of Media Services at Rockwell International's plant in Golden, CO., where he also writes, produces and directs audiovisual presentations. He previously produced industrial films at Rockwell's Energy Systems Group.

Categories: Management/Production

165 pp. (approx.)/illus., glossary, bibliog., index/1990  
ISBN 0-86729-2644-Me

\$39.95



## SECRETS OF SUCCESSFUL VIDEO TRAINING: The Training with Video

Casebook

by Steve R. Cartwright

This new book picks up where the popular *Training with Video* ends. This casebook briefly discusses analyzing needs, deciding if video is appropriate and cost-effective, general program design considerations and elements for producing a success. Among its many useful tips are pointers on graphics and support materials—reminder cards, instructor guides and student workbooks. The bulk of Cartwright's new book is a collection of approximately 30 case studies of companies which have used video for training in these areas: basic skills, supervisory and management, sales and customer service and safety. Case studies include GTE California, Red Lobster, Pier 1 imports, Citicorp Savings California, Sacred Heart General Hospital, Federal Express Corp., Rolm, Xerox and more. The appendix lists about 50 companies that produce training videos.

*Steve Cartwright* is president, Cartwright & Associates, producers of video training programs and program director of the seminar programs at the North American Television Institute.

Categories: Applications/Management

150 pp. (approx.)/appendix, bibliog., glossary, index/1990  
ISBN 0-86729-281-4-Me

\$39.95



## MEDIA LAW FOR PRODUCERS

by Phil Miller

Legal problems can be very costly to media producers. Lawyers' and court fees coupled with lost working time can even result in bankruptcy. **Media Law For Producers** cuts through "legalese" and illustrates the various guises under which legal issues can appear during the production process. This book will help the media producer protect him/herself from lawsuits and legal entanglements and shows what steps are necessary to protect one's work.

Beginning with an overview of what is media law, this book examines the court system and how media law is made; litigation and arbitration; contracts (sample production contracts are included); copyright, trademarks and patents; permits, releases and insurance; privacy, libel and defamation; licensing music; working with and without unions; royalties and residuals; protecting your finished production; and special considerations for productions that will be broadcast.

Through clear explanations and examples, **Media Law for Producers** completely covers what producers need to be aware of to avoid legal trouble.

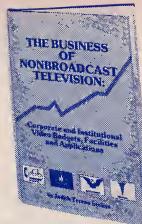
*Phil Miller* is the director of product development of Scholastic's software division. He currently teaches graduate courses in corporate communications and media law at the New School of Social Research.

Category: Management

267 pp. /bibliog., glossary, index/1990  
ISBN 0-86729-2601-Me

\$45.00

# Management



## THE BUSINESS OF NON-BROADCAST TELEVISION: Corporate and Institutional Video Budgets, Facilities and Applications

by Judith Tereno Stokes

Find out what nonbroadcast users are doing and spending. **The Business of Nonbroadcast Television: Corporate and Institutional Video Budgets, Facilities and Applications** reveals a number of important findings including: The estimated 49,000 professional video users in the U.S. spent approximately \$5.5 billion in 1987; and by 1995 those companies are expected to spend a total of \$12.6 billion, with \$4.6 billion of that going toward equipment purchases.

This survey of the nonbroadcast (private) television industry analyzes its market structure and size and presents current and comparative data: revenues, expenses, users, production facilities, manufacturers and dealers are presented, as well as numerous case studies that highlight the scope of video activities among users in the business, education, medical, utility, library and nonprofit sectors.

*Judith Tereno Stokes* is a freelance journalist specializing in nonbroadcast TV. She is the author of *Microcomputers In TV Studios* and was editor of *Video Management* magazine.

**Categories:** Applications, Management

164 pp./bibliog., index/1988

ISBN 0-86729-217-2-Me

\$45.00



## CAREERS IN VIDEO Getting Ahead in Professional Television

by Ken Jurek

Not just another "how to write your resume" book, this is the definitive guide to making your way in video. **Careers In Video** tells you how to market yourself — how to prepare—and what strategies you must use to enter and move up in the corporate and institutional video marketplace. It includes the how-to's of interviewing, prospecting, resume writing, following up, and negotiating—all woven among the specifics of the professional television marketplace—what jobs there are, position descriptions salary projections, and more.

Interviews with corporate video personnel highlight the skills they find necessary, how they landed their jobs, and their advice. **Careers In Video** contains a unique directory of several thousand professional television users to get you started prospecting as well as checklists, resources, a selective bibliography, and more.

Contents: Applications of Nonbroadcast Television  
• Nonbroadcast Television Today • The Nonbroadcast Television Marketplace • Looking for a Job in Video • Preparing for an Interview • Handling Interview Questions • Resumes, Qualification Briefs and Resume Reels • Finding a New Job • Career Paths in Nonbroadcast Video • Moving Out of Nonbroadcast Video

*Ken Jurek* is director, video and communication services at Management Recruiters International Inc., the nation's leading executive search firm. He frequently teaches and writes about video and career strategy.

**Categories:** Applications, Management

265 pp./appendix, bibliog., index/1989

ISBN 0-86729-169-9-Me

\$34.95



## HOW TO BE AN INDEPENDENT VIDEO PRODUCER

by Bob Jacobs

An invaluable guide, this book provides the nuts and bolts of setting up shop and successfully producing and marketing video programs. Jacobs shares inside business details of budgeting, profit-and-loss sheets, tax consequences and accounting; the management know-how needed to work with cast, crew, and clients; and the inspiration needed to make it all work together.

**How to Be an Independent Video Producer** tells you how to get a loan; how to establish credit; what equipment to own (and what to rent); the pitfall of the single account; dealing with advertising agencies; when to stop negotiating; and more.

*Bob Jacobs* is associate professor and Coordinator of Telecommunications at Cleveland State University. He is also the owner of a production company called Videomax.

*"(Jacobs) provides a practical guide that can act as a reminder for the experienced professional. A succinct handbook for the media person moving into producing, or as an introductory course for the poor soul... thrust into the producer's chair."*

—Robert Musberger, *Corporate Television*

**Categories:** Applications, Management

197 pp./appendices, bibliog., illus./1986

ISBN 0-86729-180-X-Me

\$37.95



## MANAGING CORPORATE MEDIA 2nd Edition

by Eugene Marlow

An updated and revised edition of the popular book *Managing the Corporate Media Center*, this book will help you effectively manage corporate media. New content covers the growing use of computers in management and production; legal issues including copyright, permissions and licenses; and the increasing role of the media center as a marketing center in its own right. As before, the book provides pertinent information on the print, film and electronic media that meet the needs of today's companies, and the delicate issues of personnel, budgeting and organization.

**Managing Corporate Media** is a practical hands-on manual that is essential for anyone who needs to: identify their organization's needs; prepare budgets; develop staff; use external resources; manage day to day operations; market the media center; get (and keep) clients; and use new technologies effectively.

*Eugene Marlow* is founder/president of Media Enterprises (New York, NY) and teaches electronic journalism and business communications at Bernard M. Baruch College. He has received more than 40 national and international awards for programming excellence.

*"..excellent advice for organizing and implementing an in-house media strategy..."*

—Industrial Marketing

*"...very worthwhile for anyone involved in or interested in the operations and management of media production centers."*

—Educational Technology

**Category:** Management

ISBN 0-86729-265-2-Me

198 pp./appendix, bibliog., illus., index/1989

\$39.95

# Forthcoming Titles on Management

## EVALUATING VIDEO PROGRAMS

### Is It Worth It? by Laurel Sneed

Many video managers are feeling the heat of being accountable for the effectiveness of their programs, having to justify large amounts of effort and dollars expended. How can you tell if your program measures up? How can your program best achieve its purpose? *Evaluating Video Programs* provides the concepts, skills and tools needed for evaluation: the quality control and quality assurance for video program design and production.

This book explains what program evaluation is and continues with chapters on setting program objectives, interviewing as an evaluation tool, using group techniques, using survey forms, evaluating video training programs, and costs of video program evaluation. It concludes with useful case histories.

This unique text will show you how to evaluate a program from concept through completion, and in doing so, help you save money and achieve a more effective program.

*Laurel Sneed* is the president of Apprend Associates which designs, produces and evaluates corporate video programs. She is a frequent speaker for the ITVA and the North American Television Institute at Video Expos, where she conducts workshops and seminars on evaluating video.

#### Category: Management

165 pp. (approx.)/bibliog., glossary, illus., index/1991  
ISBN 0-86729-2776-Me

\$39.95

## Informative Titles Still Available!

## PRACTICAL AV/VIDEO BUDGETING

### by Richard E. Van Deusen

This is an indispensable adviser for anyone who has to set, manage or work under video or audiovisual budgets. It explains, for example:

- Why you should always have two budgets
- How AV and video departments can become income producers
- What you should (and should not) do when budgets are cut
- Which budgeting systems are preferred by AV managers, and why
- How you can tell if in-house production is really cost-effective
- How to develop a rate card for your clients
- How microcomputers can be used for budget projections, and more

*Richard E. Van Deusen* currently serves as an internal consultant to Prudential Insurance Co. on effective uses of AV communications, including long-range planning. He is a consultant specializing in the management of communications in major corporations.

#### Category: Management

168 pp./appendix, bibliog., illus., index/1984  
ISBN 0-86729-100-1-Me

\$39.95

## PROFILES IN EXCELLENCE

### by Katherine McHale

The renewed emphasis on quality and quest for excellence that is characterizing the 1990s is exemplified in this new book. *Profiles in Excellence* explores excellence in corporate media: What does excellence mean? How is excellence achieved? What are the components of excellence?

*Profiles in Excellence* features detailed case histories of successful media departments and programs based on a comprehensive survey of corporate AV managers. The information will arm you with principles of excellence, and how to apply them to your corporate media goals.

*Katherine McHale* is president of Script Tech Communications, Inc., which specializes in scriptwriting and business communications. Prior to forming Script Tech, Ms. McHale was manager of the audio visual department, Air Products and Chemicals, Inc.

#### Category: Management

175 pp. (approx.)/appendix, bibliog., index/1991  
ISBN 0-86729-3012-Me

\$39.95

## CORPORATE TELEVISION PROGRAMMING

### Techniques and Applications by Eugene Marlow

This forthcoming title introduces you to the many video formats at the corporate producer's disposal. Marlow details the techniques necessary to achieve effective programming and focuses on when the application proves most successful.

Areas covered include The Script • Production Notes • Marketing Videos • Sales Training Videos • Role Playing • Employee Communications and News Programs • External Communications • Quality in Corporate Programming.

*Eugene Marlow* is founder/president of Media Enterprises (New York, NY) and teaches electronic journalism and business communications at Bernard M. Baruch College. He has received more than 40 national and international awards for programming excellence, and is author of *Managing Corporate Media*.

#### Category: Management

140 pp. (approx.)/bibliog., glossary, index/1991  
ISBN 0-86729-312-8-Me

\$39.95

## MANAGING A VIDEO PRODUCTION FACILITY

### edited by Neil Heller

The author of *Understanding Video Equipment* has developed a new book to assist managers of corporate video facilities and those managing independently owned companies in the business planning and day-to-day activities of their facilities.

The text goes into detail describing business plans, strategic planning, determining equipment needs, hiring personnel, marketing, copyright, operations, costs, return on investments, loans and more. Case histories are used effectively throughout the text.

*Neil Heller*, editor of *Managing a Video Production Facility*, is a video consultant. Contributors are Scott Carlberg (Management Communications Coordinator, Philips Petroleum), Ken Jurek (director of video and communications services, Management Recruiters International) and James H. Spalding Jr. (professor and management consultant for film and video.)

#### Category: Management

175 pp. (approx.)/bibliog., index/1991  
ISBN 0-86729-298-9-Me

\$44.95

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# Techniques & Technologies



## DIRECTING VIDEO

by Thomas Kennedy

A clear, informative explanation of what the director of nonbroadcast and special interest video programs does, and how to do it. Kennedy illustrates the complex role of the director; how to reach a client's goals; how to set up a realistic timetable; script review; how to evaluate site locations; whether to use single or multi-camera; crew selection; and more, including the pros and cons of using stock shots and library music.

*Directing Video* places great emphasis on pre-planning and pre-visualization, and preparing and supervising the edit sessions. Several chapters are devoted to the techniques of preparing and directing nonprofessional talent and crew, and to auditioning professional talent. This comprehensive volume belongs on every producer and director's shelf, and is an important college-level text.

*"Simple enough for beginners and detailed enough for experts. Especially helpful is emphasis on client and production staff relations for quality product."*

—Videomaker

Thomas Kennedy has produced, directed and edited programs for more than 15 years for corporate, cable and broadcast clients, and frequently teaches seminars for the North American Television Institute.

**Category: Production**

204 pp./bibliog., illus., index/1988

ISBN 0-86729-172-9-Me

\$39.95

ISBN 0-86729-186-9-Me

\$27.95

(student edition, 5 copy minimum)



## TRAINING WITH VIDEO Designing and Producing Video Training Programs

by Steve R. Cartwright

This book describes a successful approach to creating effective video training programs. After examining why and when to use video for training, Steve Cartwright details how to design, produce and evaluate programs. From performing a needs assessment and developing schedules, scripts and storyboards to shooting and editing, every task is delineated and the roles of designers, content experts and video producers are defined. How much time each task takes, costs of staff and other resources are presented, as are profiles of successful video training programs. Developments in video training including teleconferencing, interactive video and videodiscs are analyzed.

*Steve Cartwright* is president, Cartwright and Associates, producers of video training programs, and program director of seminars at Video Expo and the North American Television Institute.

*"The potential of video as a training tool is expertly described in Training with Video."*

—Back Stage

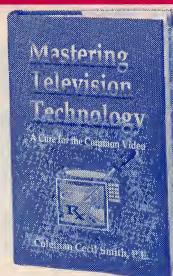
**Categories: Applications, Production**

168 pp./bibliog., illus., index/1986

ISBN 0-86729-132-X-Me

\$39.95

\$39.95



## MASTERING TELEVISION TECHNOLOGY

*A Cure for the Common Video*  
by C. Cecil Smith

*Mastering Television Technology* is must reading for both beginners and seasoned pros. It thoroughly covers concepts, equipment adjustments and how to get the best performance from your equipment. The latest in television technology—formats, imaging, testing and displaying—is covered in clear language. Chapters on:

- The Basics of Video (the video signal, pick-up tubes, color television, pick-up tube operating controls, color TV camera operating controls, color video monitors and projectors, color monitor setup and more)
- The Basics of Audio (microphones, mixers, equalizers, loudspeakers and interconnecting audio equipment)
- Recorders (recorders, video recording, color recording techniques, audio recording techniques, tape copying, post-production, videotape, videodiscs and still-frame video)
- Video Signal Concepts (synchronizing signals, video signal analysis, waveform monitors, color video signals, vector displays, subcarrier-to-horizontal phase, digital and analog, video signal processing, processing amplifier controls, color correction, and gamma)
- Television Systems (video production switchers, digital video effects, system timing, cable equalization, frame synchronizers, field synchronizers and time base correctors, character and graphics generators, film chain, signal distribution methods, ancillary television signals).

*"For the first time ever, a technical book that is fun to read!"*

—Steve Cartwright, *Training with Video*

*"...A refreshing and logical approach to understanding the technical aspects of television.... When you're finished, you'll have a better picture of television technology."*

—Lon McQuillin, *The Video Production Guide*

*C. Cecil Smith, P.E.*, has spent more than 20 years in the video industry and writes the "Technical Smithy" column monthly for AV/Video.

**Category: Technology**

400 pp./appendix, bibliog., index/1988

Code #A0107-Me

\$49.95

**See also**  
**Television and Audio Handbook**

Page 14

## UNDERSTANDING VIDEO EQUIPMENT

*Design, Operation and Maintenance of Videotape Recorders and Cameras*

by Neil Heller

This comprehensive text explains how and why a television system operates, beginning with how light falls on an image pick-up tube, sync, scanning, signals and the hundreds of video concepts that most video students and professionals are only vaguely acquainted with. From this technical base, *Understanding Video Equipment* explains how to select videotape recorders and cameras; how they work; and how to operate and repair them on your own. It also shows how to read and understand VTR and camera specs; how to set up, adjust and align your equipment to achieve the best results; and how to work with waveform monitors and vectorscopes.

This text explains theory as it helps solve problems, and presents solutions that can be made by operational and management personnel. With coverage of preventative maintenance and troubleshooting, *Understanding Video Equipment* will enhance technical skills and knowledge of students, producers and other non-technical personnel, and serve as a valuable reference for technicians and engineers.

*Neil Heller* is the owner of DJM, an advertising, public relations and technical consulting firm. Formerly, he served as president of National Servitech, a company that provides technical services and parts to the video security industry. He has written and lectured widely for the video industry and is co-author of *The Great Tape Debates: Evolution of New Video Formats*, published by Knowledge Industry Publications, Inc.

**Category: Technology**

ISBN 0-86729-184-2-Me

206 pp./appendix, glossary/1989

\$39.95

ISBN 0-86729-185-0-Me

(student edition, 5 copy minimum)

\$27.95

# Production Titles



## DESKTOP VIDEO

by Michael Wells

Time- and money-saving options for producers, artists, writers and editors are increasingly available with applications for personal computers in video design and production. *Desktop Video* completely covers these applications and will show you how you can use new technology and software for tasks either done manually or with more expensive equipment. Beginning with an overview of what desktop video is, its importance, its components and its history, *Desktop Video* defines terminology and looks at these applications: character generation • video paint systems • graphics systems • video editing • video manipulation • scripting • storyboarding • budgeting • audio control • and special effects.

This text addresses how to purchase and analyze a system (and supplies names of software publishers and price guidelines), describes interfacing desktop video, and answers common questions. *Desktop Video* includes case studies and examines cost-effectiveness. This book concludes with a look at the future of desktop video. Written by a pioneer in the use of desktop video, this practical guide will show you the opportunities for more efficient, economical and creative production through new uses of a computer.

*Michael Wells* is an award-winning writer, producer and director with over eight years of video management experience. He created the first interactive laser disc-based video game.

**Category:** Production

159 pp./bibliog., glossary, illus., index/1990  
ISBN 0-86729-279-2-Me \$39.95



## THE ELECTRIC IMAGE

Examining Basic TV

Technology

by Michael A. Krupnick

At last—a readable, unique text that explains the fundamentals of television, both broadcast and video. It bridges the gap between technical and production courses by approaching engineering problems in a production context. With numerous definitions and incisive illustrations, you'll learn what sound and light are—how waveforms, scanning theory, and the NTSC system work—and all about color, transmission, phase modulation and more.

A valuable reference as well as an instructive text, this book is for everyone with the need to know more about video technology, television production, electronics and engineering.

Topics covered will include: Perception • Scanning Theory • NTSC Color • Switcher Theory • Magnetic Recording • Videotape Editing • Audio Sweetening • Digital Design • Systems Mechanics

*Michael A. Krupnick* has worked in broadcasting for over 20 years and is currently a freelance editor, sound mixer and post-production supervisor.

*This book offers a break from the traditional method of teaching TV theory which assumes that electronics is the only environment in which television can be understood.*

—*Electronic Servicing & Technology*

**Categories:** Production, Technology

145 pp./appendix, bibliog., glossary, illus./1990  
ISBN 0-86729-296-2-Me \$45.00  
ISBN 0-86729-282-2-Me  
(student edition, 5 copy minimum) \$29.95



## VIDEOTAPE

### VIDEO TECHNIQUES

On-Location Lighting  
written and directed by  
Ralph Metzer

Seeing is learning! This unique videotape describes the basics of on-location lighting, including:

- why contrast ratio is all-important
- the selection and use of lighting fixtures
- how to shoot with available light
- principles of key, back and fill lights
- how to use tools like frames, screens and umbrellas
- tips on getting professional results—and more

Don't miss this opportunity to gain a useful overview of the fundamentals of video lighting. It is also an ideal teaching tool.

*Ralph Metzer* is an Emmy Award-winning director. This tape is published by SED Enterprises Ltd.

Available in 1/2-inch Beta, 1/2-inch VHS or 3/4-inch formats. When ordering, please note that tapes are not returnable for any reason. If a tape is judged to be defective, it will be exchanged.

**Category:** Production

40 minutes/1985  
Code #A542-Me

\$125.00

## PROFESSIONAL VIDEO PRODUCTION

by Ingrid Wiegand

This comprehensive one-stop manual on all aspects of video production includes: • program development and script preparation • the studio, cameras and recording decks • SEGs and other studio equipment • production in the studio • studio staff and crew • field equipment • field techniques • editing equipment • planning and budgets • fine-cut editing • post-production effects, graphics and image correction—and more. Both basic and sophisticated production procedures, all aimed at enabling the producer to control a complete production, are covered, from planning through production and post-production.

Each chapter is profusely illustrated. The book includes an appendix on color television technology and a 350-term glossary as well as forms that are useful for day-to-day reference.

*Ingrid Wiegand* has produced numerous documentaries and educational and industrial programs, and frequently lectures at colleges. Her articles have appeared in *The Village Voice*, *Video Management*, and *Video* magazine.

*"...a comprehensive manual with practical information on producing video shows. ...Its step-by-step coverage of work procedures and equipment use includes the latest technical developments."*

—*Back Stage*

**Category:** Production

215 pp./appendix, bibliog., glossary, index/1985  
ISBN 0-86729-067-6-Me \$45.00  
ISBN 0-86729-112-5-Me (student edition, 5 copy minimum) \$27.95

## THE BLUE BOOK

From the Publishers of  
*Tape/Disc Business*

The first of its kind in the industry, *The Blue Book* is a selective directory of over 250 of the leading companies supplying audio and video duplicators/replicators with the products and/or services they need to compete and be profitable within this industry.

The Blue Book contents include:

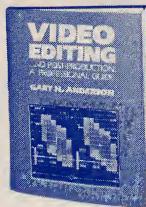
- Video and audio tape and shell manufacturers
- Tape duplicating equipment
- Disc manufacturing
- Packaging supplies
- Custom loader services
- Mastering and more!

*Tape/Disc Business*, is the monthly newsmagazine for manufacturers, dealers, duplicators and replicators of tapes and discs.

60 pp.  
ISBN 0-86729-313-6-Me

1990  
soft \$19.95

# Production



## VIDEO EDITING AND POST-PRODUCTION

A Professional Guide, 2nd Edition

by Gary Anderson

A complete "real world" guide to both the technical and nontechnical aspects of videotape post-production. Text and illustrations bring you up-to-date on such topics as: the component video signal, field rate SMPTE time code, Betacam SP™, VHS Hi-Fi, MII, the videotape editing bay, control edit list cleaning, multiformat editing, and the latest film to video offline editing systems, track editing, time-code editing, offline editing, digital video effects systems, electronic animation and graphics systems, and personal computers that function as edit controllers and edit list management tools. A new chapter describes the audio post-production mixing room, equipment, aesthetics, source equipment (including the newest digital innovations), ADR, Foley and Narration recording, multi-track recording, mixing, layback and much more.

Gary H. Anderson is a videotape editor at Unitel Video (Hollywood, CA). He has won four Emmy Awards and six nominations for outstanding videotape editing and is a member of the National Academy of Television Arts and Sciences. His editing credits include such shows as *Family Ties*, *Benson* and *Soap*.

Categories: Audio, Post-Production

218 pp./bibliog., glossary, illus., index/1988  
ISBN 0-86729-257-1-Me \$45.00  
ISBN 0-86729-258-X-Me  
(student edition, 5 copy minimum) \$27.95



## LIGHTING TECHNIQUES FOR VIDEO PRODUCTION

The Art of Casting Shadows

by Tom LeTourneau

A mix of theory and practical applications, *Lighting Techniques for Video Production* covers the physical properties of light and the selection of proper instruments and placements. Numerous illustrations, examples, tips and checklists reinforce the professional techniques described. This book shows how to establish moods and create composition with shadows, and how to use today's equipment to achieve effective lighting for your programs.

Contents: The Physics of Light • Meters • Monitors and Scopes • Lamps • Reflectors and Lighting Instruments • Video Contrast Ratios • Instrument Functions • Terms and Tips • Basic Lighting Setups • Avoiding Problems • Location Lighting • Studio Lighting • Future Directions

*"Filled with clear explanations, numerous anecdotes, tips and helpful diagrams and photographs, this book approaches lighting design in a non-threatening, readable and informative manner."*

—Tech Trends

Tom LeTourneau teaches lighting at North American Television Institute seminars and owns LeTourneau Production Services (Elgin, IL).

Category: Production  
172 pp./bibliog., glossary, index, resources/1987  
ISBN 0-86729-129-X-Me \$45.00  
ISBN 0-86729-130-3-Me  
(student edition, 5 copy minimum) \$27.95



## PORTABLE VIDEO: ENG AND EFP

by Norman J. Medoff and Tom Tanquary

With the development of high-quality portable video equipment, electronic field production (EFP) and electronic news gathering (ENG) have become indispensable skills. *Portable Video* introduces all the elements necessary to produce a quality video product—style, technique, equipment, motion photography, videotape systems and more—backed up with illustrations, diagrams, examples, checklists and thorough explanations.

Contents: Equipment • Basic Shots • Audio • Lighting • Editing • ENG Styles • EFP Styles • Scriptwriting • Pre-Production • Pricing • Trends in Portable Video Technology • Awards and Contents • Job Seeking • Conclusion

Norman J. Medoff is director of the School of Communications at Northern Arizona University. Tom Tanquary is a television news producer with KNBC-TV, Los Angeles. His work is regularly used on NBC news programs.

Categories: Audio, Production

191 pp./appendix, bibliog., glossary, illus., index/1986  
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ISBN 0-86729-148-6-Me  
(student edition, 5 copy minimum) \$27.95

See Our  
**CLASSROOM  
ADOPTION  
POLICY**  
on Page 14

## SIGHT-SOUND-MOTION

### Applied Media Aesthetics,

2nd Edition

by Herbert Zettl

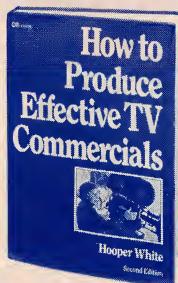
Hot off the press, the definitive guide to television and film aesthetics has been updated and expanded. *Sight-Sound-Motion* examines five interconnected aesthetic fields or dimensions: sight and color; area and screen focus; depth and volume; time and motion; and sound. In each field, concepts and theories are presented and followed by applications of theory. The aesthetics of light, color, composition, movement and time are profusely illustrated—nearly 500 photos and other illustrations provide graphic strength unique to this text. New material on computer-generated images is included. This book is a revision of a classic and belongs in the libraries of practicing and aspiring producers, directors, editors and production designers.

Herbert Zettl is the author of *Television Production Handbook, 4th edition*.

Category: Production  
400 pp./bibliog., glossary, illus., index/1990  
Code #A0108-Me

\$42.95

# Production



## HOW TO PRODUCE EFFECTIVE TV COMMERCIALS

by Hooper White

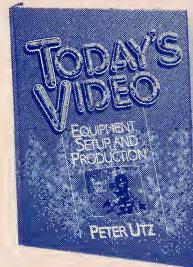
Television, in a remarkably short time, has grown to be the most important advertising medium, but until now little has been written on how a commercial is actually made. **How to Produce Effective TV Commercials** is the definitive reference book covering each step in professional detail. You will learn how to produce commercials on film or on videotape, on sets or on location, in live action or animation, and with original or public domain music.

Following 18 years with Leo Burnett USA, Hooper White formed the Hooper White Company in 1976. He has conducted television advertising symposia all over the world and was an original organizer of the Advertising Age Creative Workshop.

Category: Production

325 pp./appendices, glossary, index/1986  
Code #A0038-Me

\$34.95



## TODAY'S VIDEO Equipment, Set Up, and Production

by Peter Utz

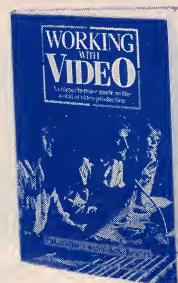
**TODAY'S VIDEO** covers studio and home video gear, aesthetics guidelines, studio and portable TV styles, equipment troubleshooting, professional tricks and tips, and numerous reference tables and drawings. It contains the comprehensive detail, clarity and humor that mark Peter Utz's other video books. The book delivers practical, step-by-step techniques for setting up, operating and maintaining home/industrial video equipment.

Peter Utz supervises the media department at the County College of Morris (NJ) and has written numerous books and articles, including *The Video User's Handbook*.

Category: Production

606 pp./glossary, illus., index/1987  
Code #A0104-Me

\$49.95



## WORKING WITH VIDEO

### A Comprehensive Handbook to the World of Video and TV

by Brian Winston and Julia Keydel

Two highly skilled authors unlock the secrets of videomaking in ten illustration-filled chapters—including getting started, time and money, the shoot, logistics, editing and ideas. **Working with Video** is a rare blend of art and technique; it talks about ethics and audience, copyright and illustrations; costs and publicity, lighting and editing—using examples from theater, film and broadcast TV to punctuate ideas and techniques.

Brian Winston regularly writes about television and is the author of *Misunderstanding Media* (Harvard University Press, 1986). In 1985 he won a Prime Time Emmy for his script for an episode of *Heritage, Civilization and the Jews*. Julia Keydel is an experienced video and film producer/director, and an adjunct assistant professor of film and television at the Tisch School of the Arts, New York University.

Category: Production

256 pp./glossary, 300 illus., index/1986  
ISBN 0-86729-220-2-Me

\$29.95

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## FORTHCOMING

### CORPORATE VIDEO PRODUCER'S HANDBOOK

by Nicholas V. Iuppa

"Think of this book as a job aid rather than a manual. That means its purpose is to serve as a resource as you are doing the job. It will guide you through each procedure and, perhaps even more importantly, remind you of all the different little things you have to do to be successful. It will help assure that nothing gets left out."

—Overview

The corporate video producer has to keep on top of countless details and be able to shift gears while staying within scheduling, staff and budget limitations. This book will help practicing producers keep track of the entire production process and keep it running smoothly. Client input and satisfaction are addressed. Samples of forms and other documents are provided. **The Corporate**

**Video Producer's Handbook** suggests areas where efficiency can be improved and errors can be avoided. It will double as an excellent text for students and aspiring producers.

Chapters cover: Starting a Project • Budgeting • Creative Development • Scheduling • Casting • Purchasing • Selecting Location • Travel • Props • Meals • The Shoot • Releases • Graphics • Footage from Film Libraries • Music • Rough Editing • The Final Edit • Legal and Other Reviews • Replication and Packaging

Nicholas V. Iuppa is the co-author of *Advanced Interactive Video Design* and author of *A Practical Guide to Interactive Video Design*.

Categories: Management, Production

150 pp./appendix, illus./1990  
ISBN 0-86729-284-9-Me

\$45.00

### VIDEO USER'S HANDBOOK, 3rd Edition

by Peter Utz

This completely revised guide will help professionals and students in setting up, operating, maintaining and trouble-shooting video equipment. Written in non-technical language, it covers techniques for achieving professional quality results; shortcuts and skills when elaborate equipment is not available; and editing, sound, lighting, graphics and special effects. Fully illustrated, up-to-date and easy to understand, this manual will answer your questions about using video equipment and help solve problems that can arise in all stages of production.

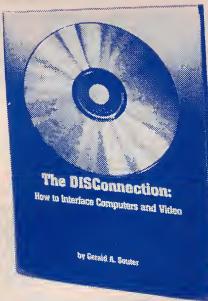
Peter Utz has produced more than 500 educational TV productions and has written numerous books and articles.

Category: Production

512 pp./appendices, bibliog., illus., index/1989  
Code #A2857-Me

\$32.95

# Interactive Video



## THE DISCONNECTION How to Interface Computers and Video

by Gerald A. Souter

This comprehensive book covers the wide spectrum of interactive video, including computer artwork, in great detail yet in non-threatening technical language. It shows interactive video at work-in point of purchase sales, employee training, classroom teaching and information storage-and provides a hands-on examination of current interactive hardware systems. Other chapters cover history, computers, authoring languages, interfaces, technology, manufacturing, design, flowcharts, production, and more. A valuable resource for students and video professionals ready to tap the potential of interactive video.

Contents: Evolution of Interactive Videodiscs • The Role of Computers • Authoring Languages • Interactive Interfaces • Level 3 Applications • Still Frame Mastering and Manufacturing Techniques • Interactive Video Design • Interactive Video Hardware • Alternative Disc Technologies • Conclusions

*Gerald Souter*, a video producer with Motivation Media, Inc., produced, wrote and directed a multi-screen videodisc presentation for Nissan Motors' 1987 auto show exhibit. Formerly with Motorola Communications and Electronics, Inc., he has written, produced and directed numerous video, film, and AV projects.

**Categories: Applications, Interactive**

208 pp./bibliog., glossary, illus., index/1988  
ISBN 0-86729-218-0-Me \$45.00  
ISBN 0-86729-219-9-Me (student edition, 5 copy minimum) \$27.95



## A PRACTICAL GUIDE TO INTERACTIVE VIDEO DESIGN

by Nicholas V. Iuppa

A lively, step-by-step explanation of the techniques and processes involved in designing and writing interactive video programs. This book spells out procedures for problem analysis, flowcharting, test construction, script development, production and evaluation.

### NOW AVAILABLE WITH AN UPDATE

#### 1989 Update to *A Practical Guide to Interactive Video Design*

This supplement will help readers of this book keep in step with changes in interactive video since the publication date. Iuppa describes new technological developments and which formats have become dominant in interactive video. A valuable addition to an already useful, hands-on text.

Approx. 20 pp./1989

*Nicholas V. Iuppa*, product development manager, consumer-new technology at Apple Computers Inc. has held executive positions at Hewlett-Packard Television Network, Byvideo, Inc. and Bank of America.

*...a welcome addition to the limited number of 'how-to' books on this technology. It should benefit producers, writers, directors, instructional designers, computer programmers, and project managers..."*

—Communicator

**Category: Interactive**

135 pp./bibliog., glossary, illus., index/1984  
ISBN 0-86729-041-2-Me \$39.95



## ADVANCED INTERACTIVE VIDEO DESIGN

by Nicholas V. Iuppa with  
Karl Anderson

A review of the latest applications of interactive video technology—with special emphasis on Level 3 videodiscs, which feature control of the disc system by an external computer. Not only does this book delineate design principles and how-to techniques, it explains how to develop a control program for the disc. A must for writers, producers and directors of training, point-of-sale and data storage interactive video programs, as well as for students, teachers and instructional designers.

Contents: The Breakthrough Application • An Interactive Video Learning System • Interactive Video Training • Interactive Video in Education • Interactive Video Entertainment Styles • Interactive Database Applications • Interactive Information Centers • Interactive Point of Sale Systems • Converting Linear Video to Interactive Video • Costs of Producing Interactive Video Programs • Computer Integration of Interactive Video • Conclusion

*Nicholas V. Iuppa*, product development manager, consumer-new technology for Apple Computers, Inc., has held executive positions at Hewlett-Packard Television Network, Byvideo, Inc. and Bank of America and is author of *A Practical Guide to Interactive Video Design*. *Karl Anderson* is a consultant in interactive video design.

(Originally announced as *Interactive Videodiscs: New Tools and Techniques*.)

**Category: Interactive**

150 pp./bibliog., glossary, illus., index/1988  
ISBN 0-86729-170-2-Me \$45.00

## MANAGING INTERACTIVE VIDEO/MULTIMEDIA PROJECTS

by Robert E. Bergman and Thomas V. Moore

The focus of this book is on the fundamentals of interactive video/multimedia application development and is designed for the project manager who has just been assigned to develop an interactive videodisc application. Section I, The Project Manager's Guide, takes you step-by-step through a complete IVD/multimedia project—its activities, guidelines, deliverables and evaluation methods. The Guide is divided into four parts: Orientation, Preparation, Construction, and Implementation.

Section II, The Project Manager's Resources, contains a collection of checklists, sample forms, and worksheets to complement the material in the Guide Book. A separate tutorial on IV documentation techniques is included for the application developers.

*Robert E. Bergman* earned a Ph.D. in Instructional Technology from Georgia State University. He is currently associate professor of business information systems at Southeastern Massachusetts University. *Thomas V. Moore* has accumulated over 15 years of experience in videodisc and multimedia technology.

**Category: Interactive**

215 pp./appendix, glossary, illus., index/1990  
Code #A0112-Me \$39.95

## See Also

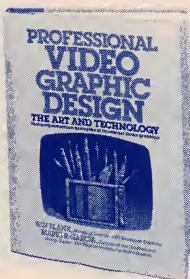
### Digital Video in the PC Environment

Pg. 14

### Producer's Guide to Interactive Videodiscs

Pg. 16

# Graphics for Video and Other Media



## PROFESSIONAL VIDEO GRAPHIC DESIGN

**The Art And Technology**

**by Ben Blank and Mario R. Garcia**

At last video professionals have an expert source to help them use space, type, art and color combined with sound to convey a message quickly, simply and effectively.

Featuring numerous examples of broadcast news graphics, this book covers both artistic and technical aspects and includes details on computer-generated graphics. It is lavishly illustrated with over 225 halftones and line drawings.

Contents: Video Graphic Design • Designing for the Screen • Typography for the Screen • Photographic Design for Television • Art and Illustration for the Screen • The Design and Use of Maps as Informational Graphics • The Graphics of Major Anticipated News Events • Production Tips for the Graphic Designer • Computer-Generated Graphics and the Machines that Produce Them

*Ben Blank* is managing director, ABC News Graphics. *Mario R. Garcia* is director of the Graphics and Design Center, The Poynter Institute for Media Studies.

**Categories: Graphics, Technology**

188 pp./illus./1986

ISBN 0-86729-188-5-Me

\$34.95

## COMPUTER GRAPHICS AND ANIMATION FOR CORPORATE VIDEO

**by Stephen Wershing and**

**Paul Singer**

How to make the most of the increasing number of uses of today's video graphics systems is the subject of this book. It covers when and how computer graphics techniques should be used and how sophisticated they need to be. You'll learn about the different tools and methods now available, and how to manipulate images called from memory or a camera. **Computer Graphics and Animation for Corporate Video** shows how to achieve two-dimensional animation by inputting images to digital effects equipment or "doing it yourself" with a personal computer. The book also explains affordable three-dimensional image animation systems, hardware and software costs, changes in the roles of artist, producer and production house, and analyzes how computer graphics systems can be integrated into a video production.

*Stephen Wershing* does financial consulting and planning of video facility benefits plans, business acquisitions and key employee compensation. *Paul Singer* is an independent videographer, director, aerial videographer and photographer.

**Categories: Graphics, Technology**

140 pp./appendix, bibliog., index/1988

ISBN 0-86729-239-3-Me

\$45.00

## THE ANIMATOR'S WORKBOOK

### Step-by-Step Techniques of Drawn Animation

**by Tony White**

Animation is a subtle, exacting art form that breathes life into previously still designs. *Tony White* shows, in text and step-by-step drawings, how to capture movement, expression and emotion. Clearly written, with 175 color illustrations and film strips, and 184 black-and-white illustrations, this book provides expert guidance for student and professional animators, graphic designers and audiovisual and video producers.

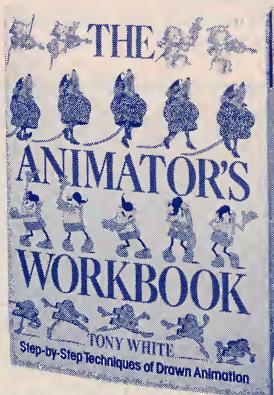
*Tony White* designed, directed and animated the award-winning film titles for *"The Pink Panther Strikes Back."* He has directed and animated many commercials.

**Category: Graphics**

160 pp./illus./1986

Code #A0037-Me

\$29.95



## FORTHCOMING!

### MUSIC IN VIDEO PRODUCTION

**by Rosanne Soifer**

This new book fills the gap that exists between video and music by informing video producers about the uses and accessibility of music. In addition to covering aesthetics, instrumentation and a chronology of western music, this book explores the characteristics of common musical styles, from baroque to country, rock, and music by machine; how and when to produce an MTV-style piece; and music videos for sales and training. Much attention is paid to permissions, including licensing, agencies, re-use, copyrights, and misappropriations. The author takes video producers through the ins and outs of commissioning original music, using music libraries, and public domain music.

**Music In Video Production** also explores the costs of using music by providing numerous "how-to" examples. It also provides information on how to record music, including sample letters of agreement and contracts.

*Rosanne Soifer* is a professional musician and freelance writer. Her articles have appeared in many trade periodicals including *Mix*, *Pro Sound News*, *Sound & Video Contractor*, *Video Systems*, *Recording Engineer/Producer*, *Electronic Musician* and *TMP* (The Music Paper).

**Categories: Audio, Production**

160 pp. (approx.)/appendices, bibliog., glossary,

illus./1991

ISBN 0-86729-278-4-Me

\$39.95

### MAKING ANIMATED FILMS

**by Tony White**

The process of directing and coordinating animated drawings, scripts and recorded voice/music tracks into a film is brought to life in **Making Animated Films**.

- Script • Storyboard • Soundtrack • Track Breakdown • Designs • Clean-up • Trace and Paint
- Line Tests • Backgrounds • Leica Reel • Dubbing
- Final Print and more are all covered in detail. This is an excellent text for professional and student animators, advertising agency commercial personnel, and amateurs.

You'll benefit from over two hundred four-color illustrations and a glossary of animation suppliers, facility houses, film schools and valuable contacts for animated filmmakers.

*Tony White* is one of Britain's foremost animators, and an internationally acclaimed teacher and practitioner of the animator's art. *White* is the author of *The Animator's Workbook* and has recently received the British Academy Award for the best short feature film.

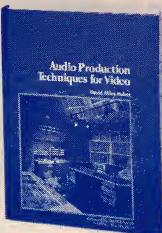
**Category: Graphics**

160 pp./illus., bibliog., index/1991

Code #A0109-Me

\$39.95

# Audio



## AUDIO PRODUCTION TECHNIQUES FOR VIDEO

by David Miles Huber

This book examines the increasingly important role that audio plays in video production. Bridging the gap between the currently merging technologies of audio and video production, this book outlines modern audio production and post-production techniques for video. It thoroughly covers the often confusing and misunderstood time code, electronic editing, digital audio, multi-track audio, and live broadcast stereo. Unlike any other book on the market, this book addresses the specific needs of the audio track in videotape production and the new audio for video standards set for the industry. Topics covered include:

- The Audio Tape Recorder/Video Tape Recorder
- Synchronization
- Audio Production for Video
- Audio Post-Production for Video
- Introductory Electronic Editing Techniques
- Appendixes: Preventing and Troubleshooting Time Code Problems; Definitions and Explanations of SMPTE, VITC, and Pilotone

David Miles Huber co-authored the second edition of *Modern Recording Techniques*.

Categories: Audio, Production  
320 pp./bibliog., illus., index/1987  
ISBN 0-86729-256-3-Me

\$45.00



## INTRODUCTION TO PROFESSIONAL RECORDING TECHNIQUES

by Bruce Bartlett

Foreword by John Woram, senior editor, Mix Magazine

Good audio recording is essential to a video production, and this book features the latest in recording equipment and techniques that will enable you to achieve good sound. Among the topics covered are outfitting a recording studio; understanding acoustics; proper microphone placement; on-location recording techniques; how to recognize good sound and troubleshoot bad sound; monitor systems; how to conduct a recording session from preproduction through master-reel assembly; and more. Full of practical information for recording engineers, producers, musicians and others who need the basics of audio recording.

Bruce Bartlett, a microphone project engineer and technical writer for Crown International, has published more than 100 articles on recording techniques.

Categories: Audio, Production  
387 pp./bibliog., glossary, illus., index/1987  
ISBN 0-86729-254-7-Me

\$39.95

**Forthcoming! Buy both now — pay only \$74.95**

## BASIC AUDIO PRODUCTION Theory, Equipment and Techniques

by Mico Nelson

*Basic Audio Production: Theory, Equipment and Techniques* is an introduction to the aspects of audio and audio post-production...without the need of an engineer's degree!

Starting with a beginner's guide to the fundamentals of audio, this book goes on to give step by step theories and explanations of Basic Waves, Microphones, Signal Routing, Consoles, Tape Decks, Editing Effects, Patching Connecting Equipment and more.

Author Mico Nelson helps by deliberately writing to exclude as much technological jargon as possible and provides many helpful illustrations...ideal for beginners, students, amateur recording engineers, and film and video makers.

Mico Nelson is an audio engineer, instructor and sound effects designer and composer for film. His musical credits include scoring and sound effects for a number of independent films and several spots for MTV.

Category: Audio  
165 pp. (approx.)/glossary, bibliog./1991  
ISBN 0-86729-304-7-Me

\$39.95

## AUDIO POST-PRODUCTION Theory, Equipment and Techniques

by Mico Nelson

*Audio Post-Production: Theory, Equipment and Techniques* explores modern audio post-production techniques including:

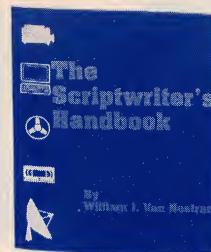
- Editing and Basic Post-Production (Analog Tape Editing, Videotape Editing, Film Post-Production)
- Time Code and Synchronization (Film Sync, SMPTE Time Code, Frame Rates, Interlock Systems, Types of Video Decks)
- Stages of Audio Post-Production (Tape Prep, Stripping the Video Master, Audio Sweetening, Creating a Cue Sheet, Film to Video Transfers)
- Sampling and Digital Audio (Digital vs. Analog Audio, Digital Recording, Tapeless Digital Recorders, Interfaces, Using Samplers)

These production tips, methods and techniques of audio production will help you to produce high-quality soundtracks.

Category: Audio  
213 pp. (approx.)/glossary, bibliog./1991  
ISBN 0-86729-305-5-Me

\$39.95

# Writing



## THE SCRIPTWRITER'S HANDBOOK

New Techniques for Media Writers

by William Van Nostrand

This is an important new writer's guide to scripting informational and motivational programming for video cassettes, film, interactive video, multi-image and multi-media presentations. It shows writers how to create scripts that succeed in conveying the intended message through discussion, examples, and actual script excerpts.

*The Scriptwriter's Handbook* covers the scriptwriting process from beginning to end for all major media: film, video and multi-image. It also includes special chapters on advanced subjects such as writing and computers; dramatization; and interactive video. An updated and fully expanded version of the author's *Nonbroadcast Television Writer's Handbook*, this book is a must for corporate video practitioners, media writers and students, and medical and educational scriptwriters.

Topics covered include: The Medium is the Message

- Research and Exploration
- Formulating Strategy and Tactics
- Writing the Treatment
- First Draft Scripts
- Writing for the Eye
- Finding a Voice
- Using Feedback to Improve the Script
- Communicating through Characters
- Interactive Video
- Multi-Image and Multi-Media
- The Practical Side of Professional Writing

William Van Nostrand, a freelance writer specializing in corporate media, is president, Van Nostrand Associates, Inc. He frequently teaches seminars on scriptwriting and is the author of the widely used *Nonbroadcast Television Writer's Handbook*, published in 1983. Mr. Van Nostrand's credits include scripts for such clients as Dean Witter Reynolds, Johnson and Johnson, AT&T and General Foods.

Categories: Interactive, Production  
402 pp./appendices, bibliog., glossary/1989  
ISBN 0-86729-267-9-Me

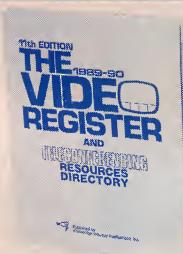
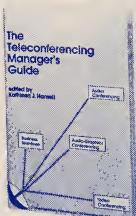
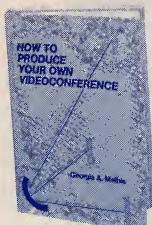
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(914) 328-9093**

# Teleconferencing



## HOW TO PRODUCE YOUR OWN VIDEOCONFERENCE by Georgia A. Mathis

This practical guide describes the interplay of satellites, uplinks, downlinks, production equipment, technicians and other experts, remote locations and more. Mathis clearly shows how to plan well--and in great detail--to make a complicated project easily managed.

You'll learn how to:

- put together a network of receive sites
- get the most for your money when working with outside vendors
- deal with satellite and AV technicians
- work with personnel at meeting sites; and more

**Georgia Mathis** is a communications consultant. She was formerly president of Cincinnati Uplink, Inc., a videoconferencing company. She has written for business journals and is a founding member of The Society of Satellite Professionals.

*"(an) excellent introduction to teleconference planning ... Of particular value are the detailed planning charts and lists of questions... (the) content is filled with many nuggets of wisdom ... valuable information for the project manager."*

—Teletraining

**Categories:** Production, Teleconferencing  
165 pp./appendix, bibliog., index/1987

ISBN 0-86729-216-4-Me

\$37.95

## THE TELECONFERENCING MANAGER'S GUIDE

**edited by Kathleen J. Hansell**

Audioconferencing, audiographics, business television and videoconferencing technologies have mushroomed in the last several years. This all-new book will guide you through the technologies, applications and techniques of the most important teleconferencing styles. It will help you determine which type of teleconference will best meet your business needs; show how to solve marketing and implementation problems; demonstrate how to determine costs and savings—and more.

The contributors are leaders in the field and include: T.C. Browne, S. Ann Earon, David Green, Susan Irwin, Sandy Kyriish, Jack Landry, Diane Martin, David Meyer, John Nuwer, Virginia Ostendorf and Ian Young.

**Contents:** Audio Technology • Audio Applications • Getting the Most Out of Your Audio Conferences • Audiographics Technology, Equipment, and Costs • Videoconferencing Applications • Techniques for Successful Videoconferences • Benefits, Limitations and Cost Justification • Business TV Applications and Benefits • Producing a Successful Special Event • Planning and Implementing a Private Network • The Future of Teleconferencing

**Kathleen J. Hansell** is president of KJH Communications (Atlanta, GA). Dr. Hansell speaks and writes on teleconferencing and has been involved in the industry since 1980.

**Categories:** Applications, Management, Teleconferencing  
252 pp./appendix, bibliog., illus./1989

ISBN 0-86729-268-7-Me

\$45.00

## THE VIDEO REGISTER AND TELECONFERENCING RESOURCES DIRECTORY, 1989-1990

**11th Edition**

Locate new customers, pursue new business leads and find new suppliers with this comprehensive, easy-to-use industry directory. This 11th edition will help you expand your professional network, providing the most up-to-date names, addresses and phone numbers of video and teleconferencing companies and professionals. More than 5000 companies are listed in these categories:

**Dealers:** more than 400 professional video equipment dealers nationwide, listed by state

**Users:** More than 2600 listings of organizations across the country using video for internal training and communications

**Production/Post-Production Facilities and Consultants Services:** a state-by-state account of more than 1200 production and post-production houses, duplicating facilities and consultants/production services

**Manufacturers:** more than 500 suppliers of audio and video hardware and accessories, indexed by two dozen product categories

**Teleconferencing Resources:** more than 500 key companies who supply audio and video teleconferencing equipment, facilities and services, indexed by dozens of categories

Keep up with the industry's rapid changes and profit from them. Order your copy of *The Video Register And Teleconferencing Resources Directory* today...so you can increase your business tomorrow.

245 pp./1990  
ISBN 0-86729-274-1-Me

Soft \$74.50

# Home Video Titles

## SPECIAL INTEREST HOME VIDEO MARKETS - OPPORTUNITIES FOR THE 1990s

**Edited by Ellen Lazer**

**Special Interest Home Video Markets** helps you make correct choices in the special interest video market; from initial idea through marketing analysis, production, marketing and final sale.

This in-depth market research report is written by experts in the home video market who provide available information on pricing, channels of distribution, direct marketing, negotiating, licensing, promotion, advertising, packaging and more! Case studies, contact directory, best-seller charts from

## A KIP STUDY

*Home Video Publisher*, and program marketing ideas help your chances to succeed in the special interest industry.

**Ellen A. Lazer** edited *Special Interest Home Video Markets* and is senior editor, video books at Knowledge Industry Publications Inc. Contributors include Patricia L. Casey, D. Scott Elder, Frederic S. Johnson, James J. Lyle (Video Publishing Resources), Jennifer Peters, Cindy Spielvogel (*Video Insider*), and Michael Wiese.

**Category:** Special Interest Video  
185 pp./index/1990  
ISBN 0-86729-300-4-Me  
This study is not returnable

Soft \$295.

## HOME VIDEO IN LIBRARIES How Libraries Buy And Circulate

**Prerecorded Home Video**  
edited by Martha Dewing

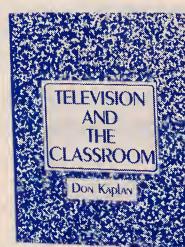
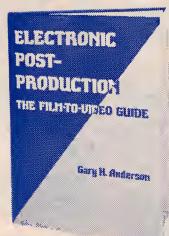
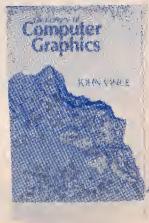
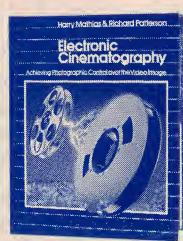
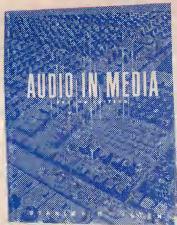
How much do libraries spend on prerecorded videotapes? How many tapes are loaned in a typical week? Who purchases the tapes? How do librarians decide which tapes to purchase? Which categories--children's, educational, how-to, movies, etc.--do libraries and patrons prefer? This book answers these and other questions based on information culled from the survey. In addition, video publishing and media library experts discuss the increasing role that video is playing in public library collections.

**Martha Dewing** is publisher of the *Children's Video Report* newsletter and editor-in-chief, *Children's Video* magazine.

**Category:** Home Video  
200 pp./appendix, illus./1988  
ISBN 0-86729-259-8-Me

\$45.00

## IMPORTANT BACKLIST TITLES



### AUDIO IN MEDIA, 2nd EDITION

by Stanley R. Alton

This comprehensive text teaches audio techniques, technology and process for TV, audio, film, radio and music recording.

**Category: Audio**

612 pp./bibliog., glossary, illus., index/1986  
Code #A0001-Me \$39.95

### DICTIONARY OF COMPUTER GRAPHICS

by Dr. John Vince

Provides clearly written technical explanations with detailed illustrations of equipment and computer graphics output.

**Category: Graphics**

200 pp./1984  
ISBN 0-86729-134-6-Me \$34.95

### COMPUTERS IN VIDEO PRODUCTION

by Lon McQuillin

A complete overview of the use of computers in television and film production. You'll learn how to make the most of a computer for script-writing, electronic mail, accessing information services, budget management, production accounting, forecasting, production scheduling, database management, post-production, character generation and interactive video.

**Categories: Graphics,  
Management, Production**

188 pp./illus., bibliog./1986  
ISBN 0-86729-182-6-Me \$45.00

### COMPUTER GRAPHICS FOR GRAPHIC DESIGNERS

by Dr. John Vince

This book introduces the design

student and professional to the concepts of computer graphics. Vince explains the principles of the computer--its hardware and software, information, codes, languages and systems--and then focuses on the theory and practice of graphics systems; the coding of drawings, image manipulation, peripheral equipment such as digitizers and display terminals, drafting systems, animation, black-and-white and color, paint systems, 2D and 3D systems, shading, and more.

**Category: Graphics**

194 pp./illus., index/1985  
ISBN 0-86729-162-1-Me \$45.00

### ELECTRONIC CINEMATOGRAPHY

by Harry Mathias and  
Richard Patterson

This book explains how video theory can be applied to creative ends--how to realize both the film and special electronic potentials of video equipment. Readers will learn how to combine the refinements of motion picture film techniques and aesthetics with the technology of video--including high-definition television.

**Category: Production**

251 pp./illus., glossary, index/1985  
Code #A0005-Me \$39.95

### ELECTRONIC POST-PRODUCTION

by Gary H. Anderson

Emmy Award-winning video editor and author Gary Anderson compares the available options--e.g., edit on film, transfer to video; edit on video, distribute on video; conform negative for film release--and analyzes actual budgeting, scheduling, equipment and labor factors. He also discusses new film/video edit systems, time-

coding film during production, editing with videodiscs, high definition TV developments and more.

Recommended for all filmmakers and video professionals.

**Category: Post-Production**

131 pp./bibliog., illus., index/1986  
ISBN 0-86729-155-9-Me \$45.00

### \*TELEVISION PRODUCTION HANDBOOK 4th Edition

by Herbert Zettl

This latest revision of the classic book on television production provides a new introduction to the basic TV system, integrates discussion of ENG/EFP equipment techniques throughout, and contains numerous summaries and illustrations.

**Category: Production**

624 pp./glossary, illus., index/1984  
Code #A0008-Me \$45.00

### PRINCIPLES OF DIGITAL AUDIO

by Ken C. Pohlman

This book explains how the compact disc works, how data is encoded on it and how digital audio is transforming recording fidelity. It covers discrete time sampling, amplitude quantization, signal-to-error ratio, aliasing, output processing and more.

**Category: Audio**

285 pp./bibliog., illus., index/1985  
ISBN 0-86729-253-9-Me \$39.95

### TELEVISION AND THE CLASSROOM

by Don Kaplan

This helpful book explains how television programs can be used to enrich the teaching of a wide range of school subjects and suggests how to help children become discriminating

viewers. Includes a strong resource section, teacher's guide to TV, and more.

**Category: Applications**

139 pp./appendices, bibliog., glossary, index/1986  
ISBN 0-86729-138-9-Me soft \$32.95

### UNDERSTANDING AND USING VIDEO

A Guide for the  
Organizational  
Communicator

edited by Clara Degan

This straightforward guide describes how video stacks up against other media--when video is the best medium to use, what video can do (and what it can't), and how to develop the programs that will effectively get your messages across.

**Categories: Applications,  
Management**

220 pp./appendix, bibliog., glossary, index/1985  
ISBN 0-86729-156-7-Me \$37.95

### VIDEO IN HEALTH

edited by George Van Son

How to effectively use video in health applications in hospitals and health education centers.

**Category: Applications**

244 pp./bibliog., illus./1982  
ISBN 0-914236-695-Me \$32.95

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# Interactive

## DIGITAL VIDEO IN THE PC ENVIRONMENT

Featuring DVI Technology, 2nd Edition  
by Arch C. Luther

With the rapid development of Digital Video Interactive (DVI), this book features essential facts, figures, and data needed to take full advantage of this new technology.

Topics covered included Optical Storage Media • Image Compression Technology • Digital Video and Audio Fundamentals • DVI Hardware • DVI Software • Applications • Still Image Video Systems • The PC and Digital Audio/Video Together. An excellent title for video and computer system engineers, software applications developers as well as DVI and CD-ROM system developers.

Arch C. Luther participated while at RCA's David Sarnoff Laboratories in the development of DVI, the NTSC color television standard and the VCR. He is also a Fellow of the IEEE and SMPTE.

Category: Interactive  
370 pp./illus., appendices/1991  
Code #A0114-Me

\$44.95

See Other  
Interactive Titles  
on Page 9

# Technology

## TELEVISION AND AUDIO HANDBOOK For Technicians and Engineers by K. Blair Benson and Jerry Whitaker

This text provides a comprehensive source of information and reference data for the day-to-day maintenance and operation of television and audio equipment.

Fundamental principles and the circuitry and mechanics of designs currently used by the industry are covered in a descriptive manner that does not require the background of an engineering degree.

Contents include: Electronic Engineering Fundamentals, Components and Typical Circuits, Television Fundamentals, Audio Fundamentals, Digital Fundamentals, Television and Video Equipment, Television Transmission and Reception, AM and FM Transmission and Reception, LP and CD Recording, Magnetic Tape Manufacture, Test Measurement and more.

K. Blair Benson is television technology consultant. Jerry C. Whitaker is editorial director, Broadcast Engineering and Video Systems.

Category: Technology  
590 pp. (approx.)/index, illus. 1990  
Code #A0113-Me

\$39.95

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# Interactive Video

## DECEMBER RELEASE

### PRODUCER'S GUIDE TO INTERACTIVE VIDEOEDISCS

by Martin Perlmutter

Producers, designers, programmers and writers will find Perlmutter's text a much-needed, helpful and complete handbook, written in a lively, clear style. Beginning with the brief history of interactive videodiscs, and overview of how videodiscs work and their applications, the **Producer's Guide to Interactive Videodiscs** contains a soup-to-nuts description of the development and production

processes. The opening chapters will help you fully assess whether interactive video is the best tool for the purpose and which level of interactivity is suitable.

For both newcomers and seasoned videodisc producers, the production requirements of interactive video are explained in detail. This book walks the reader through the seven phases of videodisc production—project development, design, pre-production, production, post-production, programming and validation—providing a complete sequence of steps, time requirements, necessary documentation, staffing needs and budget parameters. Realistic estimates, places where you can cut costs and figuring in a profit are included. Post-production and duplication processes are covered with the same completeness.

**The Producer's Guide to Interactive Videodiscs** also contains case studies of videodiscs, an interview with the director of Apple's Multimedia Lab and a look at the future of interactive media, including CD-I.

*Martin Perlmutter* is a producer and interactive television specialist whose clients have includes Group W, the Metropolitan Museum of Art, Intel Corp. and Varian Associates. His disc "Murder, Anyone?" won several awards.

**Category: Interactive**

160 pp. (approx.)/bibliog., illus., index/1990  
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